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GROVER C. WHYTE, Editor-Publisher
MICHAEL STRASZER, City Editor
1336 El Prado, Telephone Torrance 444
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Rev. Lingenfelter's Son Badly Hurt In Fall From Glacier

Rev. and Mrs. B. H. Lingenfelter of this city received word late last week of a near-fatal accident to their son, Dr. John S. Lingenfelter, in Seattle, while on a mountain climbing trip on Mt. Baker. Dr. Lingenfelter with two of his associates, Dr. Homer Wheelon and Dr. S. M. Magnusson, dentists, and a Mr. Gowen, left Seattle July 22 and returned to Mt. Baker Lodge, where they left their car. They camped that night on the mountain side and last Thursday morning started their climb to the summit. At 3 o'clock Thursday afternoon, while scaling a glacier, some one of the party stumbled and they slid or fell 150 feet. Dr. Lin-

genfelter struck a boulder at the foot of the glacier and bounced across a 30-foot crevice, landing in soft snow. Only the pack on his back saved him from certain death. It is reported. As it was, he received a broken vertebra and severe cuts and bruises about his face and head.

The scene of the accident was between seven and 11 miles from Mt. Baker Lodge. It required 13 harrowing hours for the rest of the party to carry the injured man out on an improvised stretcher. They reached Seattle last Friday morning, 18 hours after the accident. Dr. Lingenfelter is now confined in a Seattle hospital in a plaster cast, where he will have to remain a month or six weeks. His attending physicians assure him of a complete recovery, however.

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Future of Small Town Told

FACTORS FOR AND AGAINST HOME-TOWN BUSINESS ARE EXPLAINED BY ECONOMIST

First of Two-Article Series Is Published From Report of Dr. Julius Klein's Recent Radio Addresses

Two coast-to-coast radio talks by Dr. Julius Klein, assistant secretary of commerce, presented a rather complete picture of the business future of the small town—a subject which is particularly of interest to our own community of Torrance. While we have most of the advantages

of the larger cities, we are residents in a small town because that lesser designation of inhabited areas applies to communities of from 1000 to 10,000 people.

Dr. Klein's address covered the unfavorable factors against small town business as well as the strong, favorable elements which are the spirit of the "new age" that are the adverse circumstances. Because the assistant secretary's discussion has considerable "meat" to it and is interesting to business men and residents alike, the Herald presents the following two-episode digest of Dr. Klein's consecutive broadcast. The second article will appear in next week's Herald.

Cites Opposing Factors
The pretty general opinion that the country is coming to the city, is liberally backed by census figures. Dr. Klein began. In 1890 more than 57 per cent of our population lived in the country. Last year's census showed that only 37 per cent of the total were in rural communities.

"But how about the small towns of 1000 to 10,000 people?" the speaker questioned. "At us we what the outlook is—especially the business outlook—for them." These communities are "holding their own" in the matter of population, suffering a drop of only one per cent since 1920. This figure does not apply to Torrance, as our community experienced an astounding gain in common with other parts of Southern California.

"Will new business methods and

conditions offer new prospects to the small town? If you want my answer right now, I would say "Yes," Dr. Klein continued. "But let us look first at the other side—the factors working against the small town. Powerful commercial forces have swept through and swirled around it. And unquestionably one of the most potent of these forces has been the modern business tendency toward ever-larger units of organization.

A Real 'Business Clinic'
"Just what is the extent of the tendency of small town folks to buy goods 'out of town'?" In answer to this question, the speaker described a real "business clinic" on this matter which was conducted recently by an expert employed by a chamber of commerce in a small Illinois town of about 3000 people. Although conditions in Illinois and the population of the town under study are radically different from Torrance, could it be possible that some measure of information on this most perplexing matter to local merchants be gleaned from the following?

"In digging up the facts about out-of-town buying, the investigators did not generalize and groceries were purchased out of town; here we see the element of immediate need operating; people are apt to want groceries and medicines in a hurry, and they buy them at a near-by store. When we come to hardware and hardware we encounter a sharp rise in the percentage—16.5 for hardware and 15.3 for the miscellaneous utensils. Meats—rather surprisingly—show a

percentage of nearly 23 purchased out of town. "More than a quarter of the furniture for the homes in this small town came from nearby cities. There is another sharp rise when we come to dry goods—the percentage shooting up to nearly 39 per cent. Exactly half of the shoes and jewelry were purchased out of town. When we come to ready-to-wear clothing, we strike the highest percentage of all—nearly 56 per cent being purchased outside the corporate limits of this village. Evidently the higher cost of the commodity per unit widens the shopping effort."

Outside Buying Reasons
It is quite possible that Torrance merchants, if such an investigation were launched here, would find relatively the same percentages, as they have to contend with much the same purchasing plan.

"Five reasons were given that impelled the people of this typical small town to go elsewhere to buy merchandise," the speaker continued. "The bigger out-of-town stores were asserted to have a better selection of merchandise, better prices, more modern equipment and arrangement, and better trained, more courteous sales people—and, besides these business elements, the people who were questioned admitted the attraction of the amusement and recreation facilities that the near-by cities offered."

Of course we must bear in mind that, in all such studies as the one Dr. Klein quotes, it is hard to estimate human motives precisely. But at the same time, there appears to be about the same general objection being raised here in Torrance to the question: "Why not buy at home?" Let us go with the speaker into the faults people find with the small town stores. Dr. Klein presented evidence obtained by a chamber of commerce while the same conditions are not exactly covering our Southern California elements, still there is a generality about the testimony given which may be applicable to Torrance.

Criticism of small stores was to help the small town merchants correct their difficulties. Here are some of the allegations of fault: "A lack of style goods, a lack of variety and sizes in shoes, dresses, and ready-to-wear clothing, as the criticism voiced most often. Some people charge that local dry goods stock is likely to be dusty or soiled, and there is objection to the frequent phrase, 'We're just out of that.' A comment often encountered is that it is hard to get real up-to-the-minute novelties at the small town store. Fault is found with local store lighting and window dressing. Lack of dignity in stock arrangement is one of the things censured."

In quoting these criticisms, Dr. Klein said that he was not intimating for a moment that they apply to all small town stores. Thousands of such

stores are thoroughly progressive, well-arranged, handsome and efficient—but they remain these oft-spoken objections. Do they apply to Torrance? In some cases they do and residents have been heard to make just such comments about various local places of business.

"One of the things that small-town business is up against today is that it must endeavor in a measure to counteract or equalize the entertainment advantages of the city," the assistant secretary of commerce continues. He said that this is being done to a degree and cited the enterprise, determination and will not to be left behind by theater operators, who, confronted with the problem of installing expensive sound equipment to vocalize their home town screens almost overnight put talkies in thousands of theaters in towns as few as 700 or 1200 people.

Must Modernize Business
The speaker voiced a sincere tribute to this same splendid spirit manifested in various ways by home town merchants. "The American small town is not going to quit or take punishment lying down," he declared. "One of our Washington humorists who sometimes expresses his shrewd wisdom through the character of an old colored 'uncle' made this Uncle Eben say the other day: 'Whenever you see a quitter, you're liable to see a man that was 'in place' before a beginner in de first place! But American citizens of the small town are just the reverse of that. They were valiant, dauntless, beginners—and I am convinced that they will prove to be very sturdy stayers."

"They are coming to realize, I think, that one of the secrets of restoring small-town business, where it has shown signs of decadence, is to be found in a brisk, resolute modernization program for the stores, the introduction of more rigid efficiency, remodeling or even transformation of equipment and arrangements, the installing of stock-control systems, the careful training of sales people, cooperative advertising, chamber of commerce activity, the creation or arousal of keener civic consciousness."

Advertising Great Factor
"Obviously, one of the most potent weapons available to the small town merchant is the trade-developing power of local advertising media. Certainly, intelligently guided publicity and consistently vigorous local advertising, especially in these days of consumer timidity, represent outstanding means at the command of the smaller community merchant for arousing greater interest in his goods and attracting customers to his door."

Dr. Klein amplifies this "advertising-power" factor in this manner: "Moved by the striking results of our recent Grocery Survey in Louisville, Kentucky, every single retail merchant in one small town in that state carried out an extremely thorough modernization of his store. With what result? There has been, ever since, a very substantial increase in the combined net business of all the town's stores. They have created

Congressman's Visit Definitely Set August 20

The definite date of August 20 has been set by Congressman Phil Swing for his inspection visit to Torrance, according to Mayor John Dennis this week. The congressman had tried to arrange his schedule for a call in Torrance today, but was unable to keep the appointment.

Swing will be taken on a tour of local factories in the morning and at noon will be guests of honor at the weekly Rotary club luncheon. The Kiwanis club and other organizations will be invited to attend this meeting. The honored visitor is expected to make a talk concerning industries in Southern California at his luncheon. In the afternoon more Torrance manufacturing plants will be visited, thus permitting the congressman to secure an all-around picture of the local industrial situation. Swing intends to question factory executives concerning their future power requirements which will be supplied from energy created at Hoover Dam.

Nominate Three For Legion Commander

(Continued From Page 1-A)
McPhail; first vice commander; Charles Smith and Clinton E. Thaxter; second vice commander; James H. Burchett, Harry Cull and James Forrest; his luncheon. Chaplain: Tom Turner, Earl Butler, W. A. Wilkes and Fred Tiffany. Finance officer: Robert L. Deimler. Sergeant-at-arms: Harvey Darling, Ray Cook and C. E. Whiting.

Liquidity of Bank Explained By Leech; Are Few Foreclosures

The semi-annual statement of the Bank of America, N. T. & S. A., recently published, shows that, with the exception of its various banking offices, the Bank of America owns no real estate, either city, suburban or country, which according to J. W. Leech, manager Torrance Branch, is one of the major factors which enables the bank to maintain an unusually liquid position.

"Since the founding of the Bank of America, more than 25 years ago, the management has demanded that the bank's assets show a large percentage of liquidity, regardless of general economic conditions," said Mr. Leech. "To meet this demand on the part of the bank's management, to meet changing economic conditions; and to best serve the bank's customers, two distinct and independently capitalized corporations were formed to purchase from the bank any real estate which might become the property of the bank. "The California Lands, Inc., deals exclusively in farm lands purchased from the bank, while the Capital Company purchases any city property to which the bank has acquired title. Both these companies are owned by Trans-American Corporation.

During the past five years, the total number of foreclosures made by the bank, including all units now merged with the Bank of America, Mr. Leech points out, has averaged slightly over one per branch per year. This, according to Mr. Leech, is truly a remarkable record.

new business and new profits. Other small towns can do the same through energetic and adroit action."

(Editor's Note: Next week Dr. Klein's discussion of some of the main factors, some of the outstanding contemporary forces that promise to help small town business in the future, will be reported. These will include: The great possibility in the decentralization of industry—particularly applicable to Torrance; the importance of highway routes; the long-distance transmission of electric power as a great stimulant to small town industries; and mail order and chain store invasion of the smaller communities.)

Relief Society Wins Praise From Legion

The following self-explanatory resolution was unanimously passed by the local American Legion post at a recent meeting: "Be it resolved, that this post go on record as commending the work done by the Torrance Relief Society in Torrance during the extreme economic and unusual financial conditions which have prevailed for the past year.

"This post, having been interested in relief work of its own and, in conjunction with the relief work of the Torrance Relief Society, has found that the Torrance Relief Society has carried on their work conscientiously, honestly and without prejudice or favor; helping to the best of their resources all who have come to them and dispensing money, food and supplies entrusted to them with great discretion, efficiency and justice."

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